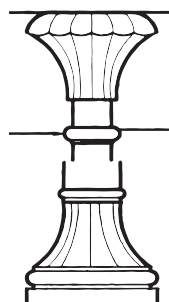


the Alabama State Council *on the Arts* **2020 Blueprint for** **Supporting the Arts**

festivals
performances
workshops
exhibitions
literary arts
poetry
story telling
traditional crafts
folk architecture
painting
sculpture
printmaking
design
photography
film making
music
dance
theater
and more...



the Alabama State Council on the Arts

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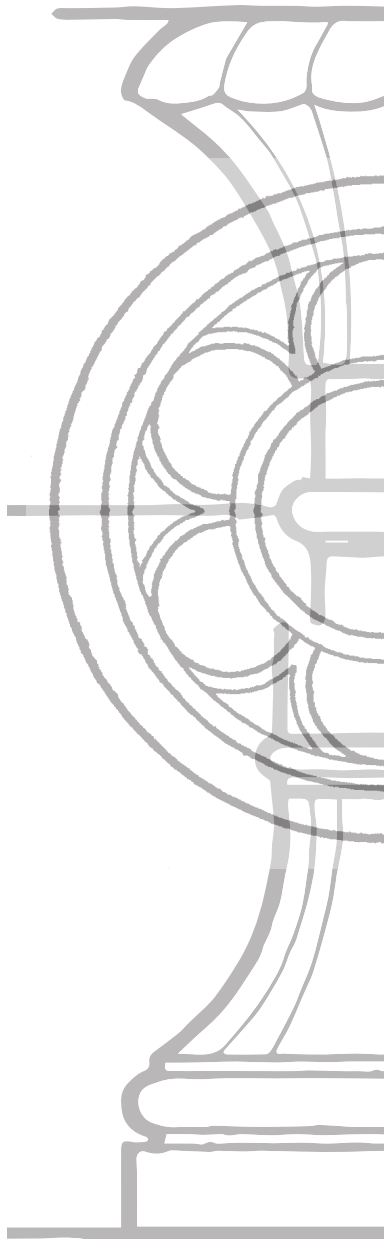
Tuscaloosa

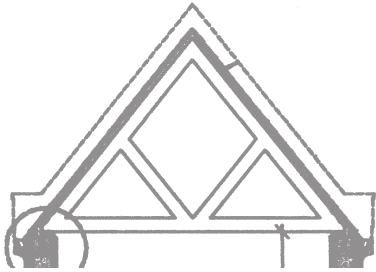
Ms. Lynne Vallely

Huntsville

Ms. Mary Wadsworth White

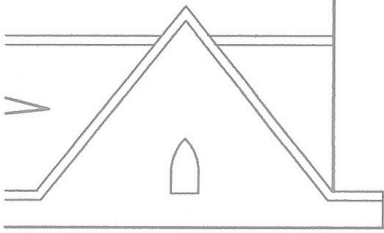
Florence





Our Mission

To enhance the quality of life and economic vitality for all Alabamians by providing access to and support for the state's diverse and rich artistic resources.



The Alabama State Council on the Arts has been supporting and promoting the arts in Alabama for over a half century as the state's official arts agency.



In 2019, the Council on the Arts played a leadership role in the celebration of Alabama's Bicentennial and marked 200 years of statehood with three years of arts programming and the dedication of Alabama Bicentennial Park by Governor Kay Ivey. Bicentennial Park sits at the foot of the state Capitol on the north and south sides of historic Dexter Avenue and features sixteen bronze high relief sculptures by Tuscaloosa artist Caleb O'Connor. The Bicentennial allowed the Council to highlight the central role arts and culture play in our lives, how the arts have shaped our state over the decades, and how important strong support for the arts is for achieving all that we collectively aspire to become in the next century.

Bipartisan support and recognition of the importance of the arts is essential as we work to elevate Alabama's standing nationally in relation to education, economic prosperity, and even health. Despite significant state investments, the arts remain underfunded, limiting the ability



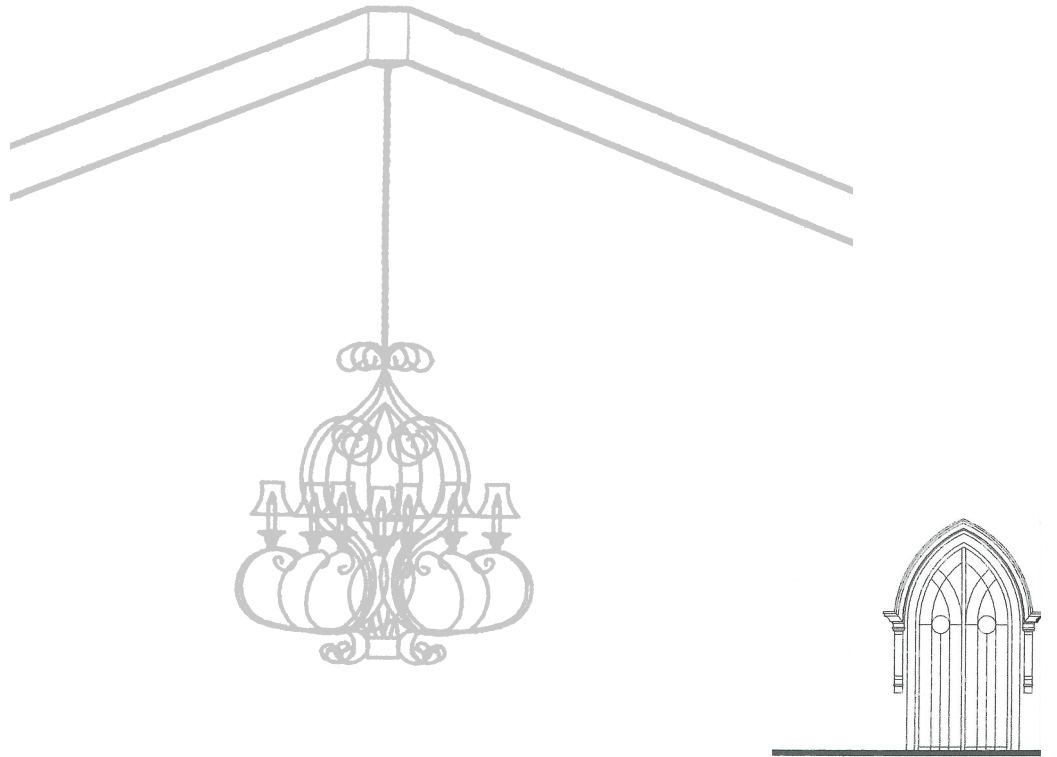


for Alabama artists and arts organizations to reach their full potential. Since our founding in 1967, the Alabama State Council on the Arts has endeavored to be responsible stewards of the state and federal funds that are entrusted to us to increase access to the arts and raise the quality of life for all our citizens.

Our society has evolved so much since the Council on the Arts was founded, at a seemingly increasing speed, as we become ever more connected to each other and the rest of the world through communication and travel. We too are evolving to meet the needs of arts organizations, artists, and communities throughout Alabama. This Blueprint document articulates the goals that guide our work moving forward and informs everything the agency does as we work to achieve

our mission of enhancing the quality of life and economic vitality for all Alabamians by providing support for the state's diverse and rich artistic resources.

This plan builds on what the Council has learned through many decades of experience serving arts organizations in Alabama. Two years of intensive research, discussion, and deliberation shaped the plan presented here. Surveys, focus groups, round-table discussions, listening to grantees and program participants, extensive staff and Council conversations, and reviewing best practices and innovative models nationally ultimately led to this Blueprint, which will guide the work of the Alabama State Council on the Arts from 2020–2025.



Goals, Objectives & Strategies

Support Excellence & Professionalism in the Arts **1**

Encourage public and private sector leadership in supporting Alabama as a place of artistic excellence, opportunity, and growth.

Provide support to organizations that are performing exemplary work, displaying an ongoing commitment to quality, and achieving a high degree of professionalism both artistically and administratively.

Serve as a resource for best practices and innovations that will aid arts organizations in becoming more efficient, effective, and relevant.

Increase recognition of Alabama artists and arts organizations regionally, nationally, and internationally.

Support professional development for artists and arts organizations.

Encourage and support collaborative efforts that strengthen and share professional resources.

Through education on the impact and importance of the arts, **help legislators and public officials understand the need for increased arts funding** to ensure the positive social and economic benefits of the arts are realized statewide.



Provide opportunities for high quality arts education for every Alabama student and lifelong learner...

2

Build expectations for arts education to enhance economy, community, and quality of life.

Support both virtual and actual access and equity to **quality arts learning** for all students.

Advance arts education opportunities to facilitate college and career readiness.

Support, initiate and disseminate research that tracks the impact of arts education.

Encourage internship and apprenticeship opportunities that provide on-the-job training.

Provide scholarship opportunities for students pursuing college degrees and/or advanced training in the various professional fields of the arts.

Recognize excellence in arts education by showcasing and awarding innovative teachers and students.

Employ the arts as a catalyst to create and maintain an engaged school and community environment.

Provide opportunities for community partners, artists, and schools **to collaborate** on the planning and implementation of arts programs.

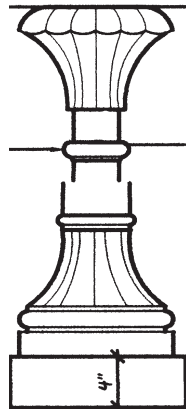
Support projects and programs that extend arts education beyond the traditional K-12 experience.

Provide personnel to lead and facilitate the operations of the Artistic Literacy Consortium.





The mission of the Artistic Literacy Consortium is to provide fully funded, high quality arts education that enlightens, inspires, and develops in every Alabama student the creative and innovative thinking necessary to ensure college and career readiness.



3

Provide opportunities for all Alabamians to experience the arts ...

Advocate for all Alabamians to have access to arts programming and facilities.

Facilitate equitable access and inclusion for those who have limited access due to factors such as race, gender, geography, cultural and language barriers, economic conditions, physical or cognitive abilities, or age.

Guide organizations to awareness of and compliance with the Americans with Disabilities Act.

Support the creation of arts spaces and venues where the arts can be enjoyed by all Alabamians.

Provide leadership to expand the diversity of artists, audiences, staff, and board members.

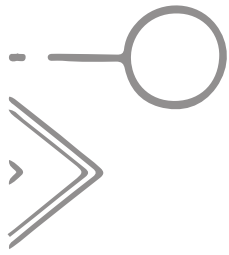
Increase access to funding opportunities for all organizations, especially those who have been historically marginalized.

Collaborate with arts organizations and public agencies to use the arts to positively impact lives.

Serve at-risk youth, veterans, people who are institutionalized, and other special constituencies with arts initiatives.

Support arts initiatives to engage aging populations, providing life-long learning, increased social engagement, decreased loneliness and isolation, and improvements in health and memory loss.

Support the use of technology and innovation that strengthens the presentation of the arts and provides access to broader audiences.



4 *Identify, present, and preserve folk art traditions...*

Research, document, present and promote the state's folk cultures in order to enhance knowledge and understanding.

Provide support for projects undertaken by communities to present traditional cultural expressions.

Help perpetuate the state's rich cultural traditions through apprenticeship opportunities.

Develop local, state and regional partnerships between appropriate groups such as the Alabama Folklife Association to more fully document and celebrate Alabama folk culture.

Provide high-level state recognition to folk artists whose work has kept traditions alive and been a credit to their communities and the state.

Support traditional folk artists in teaching their skills and promoting their artistry through increased access to technology and marketing resources.

Develop multi-state partnerships to facilitate programming and support related to cultural regions that go beyond state boundaries.

Identify and assist venues to present Alabama's diverse folk artists as well as folk traditions from other states and countries.

Encourage and support creative cultural expressions of new immigrant communities in Alabama.

Aid in the presentation of Alabama traditional artists outside of the state through agencies such as the Smithsonian Institution, the National Council for the Traditional Arts, and the American Folklife Center.

Ensure preservation of and access to research materials on Alabama folklife in partnership with the Archive of Alabama Folk Culture at the Alabama Department of Archives and History.

Showcase and promote folk cultures in Alabama through multiple forms of media.





5 **Promote diverse cultural artistic expressions ...**

Provide assistance to culturally specific organizations engaged in arts programming.

Support arts organizations that include culturally responsive programming.

Encourage arts organizations to increase cultural diversity on their board and staff.

Evaluate and revise funding guidelines and the grants process to encourage cultural inclusion.

Identify and support exemplary projects and organizations that have achieved success in culturally diverse programming.

Support efforts that will stimulate broad cultural exchange.

Support and encourage communication with non-arts organizations, foundations, and agencies that represent and serve cultural communities.

Target support for community-based traditions and art forms in the Black Belt and other distinct regions of the state.

Support performance, exhibition, publishing, and training opportunities for artists from diverse communities and backgrounds.

Explore and pursue opportunities for authentic international cultural exchange.

Work with South Arts to support diverse communities in traditional and contemporary arts.





6 *Recognize and support the arts as a driver of economic vitality ...*

Support projects oriented toward a creative place-making strategy.

Support efforts to establish cultural districts that would benefit artists and arts organizations.

Support and exercise leadership in the creation of public art, arts spaces and events.

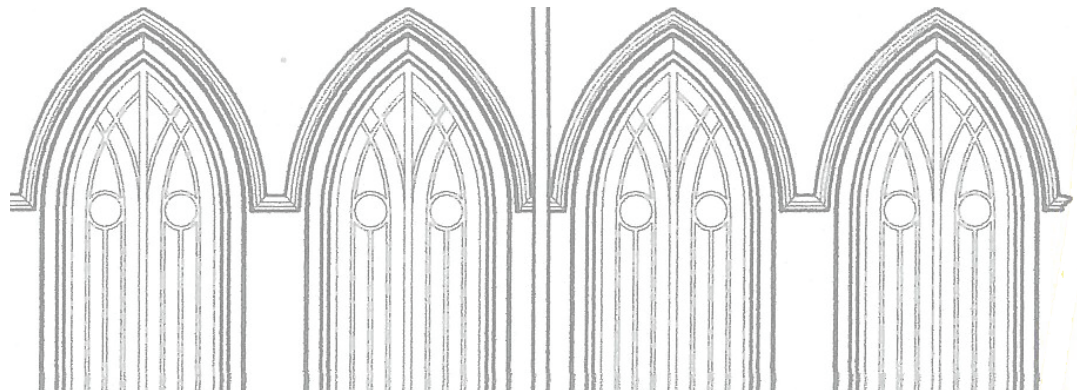
Advance public knowledge on the central role of the arts in economic development and quality of place.

Identify, develop, and advocate for new revenue sources, both public and private, that would be designated for growth of the arts.

Support the development of educational tools and promotional materials improving awareness of and appreciation for quality community design.

Provide support to DesignAlabama and other programs that educate mayors and community leaders about how good design is used to identify opportunities in planning for future growth and address existing challenges.

Encourage partnerships between design professionals and communities.



*The “Celebration of the Arts Awards”
program recognizes Alabama
artists for their work and contribution
to the arts in Alabama, across the
United States, and beyond.*

7

Increase public recognition and appreciation for the arts, arts organizations, and individual artists ...

Partner with statewide arts service organizations that support artists and arts programs.

Generate more recognition and support for the arts and artists in Alabama from regional, national, and international arts markets.

Collaborate with the National Assembly of State Arts Agencies to enhance arts advocacy efforts and use national data that demonstrate the positive impact of public and private support for the arts.

Heighten recognition, respect, and appreciation for the state’s artists through exhibitions, award programs, and showcase opportunities.

Through grant support, fund a variety of activities that will showcase the work of performing, visual, and literary artists.

Identify ways to cooperate with the Alabama Tourism Department to increase public awareness of and participation in the arts.

Collaborate with South Arts to highlight Alabama artists, arts spaces, and arts programming.

Maintain and expand working relationships with a wide range of other state agencies, statewide service organizations, colleges and universities to promote the arts and artists of the state.



Cultivate stronger arts advocacy partnerships and shared strategies focused on generating more support for the arts.

Employ multiple media to draw more attention to artists, arts organizations, exemplary projects, and issues impacting the arts.

Seek opportunities to work with the commercial film, music, design, and other related industries in order to achieve more exposure and support for the arts.

Encourage cultural tourism that positively impacts Alabama artists and arts organizations.

Advocate the importance of the arts to public leaders and the people of Alabama through publications, media, and public presentations.

Encourage development and support of an Alabama Arts and Humanities Caucus in the legislature.

Promote international cultural exchanges where Alabama’s rich resources can receive wider visibility and the state’s audiences and artists can experience diverse world cultures.



the Alabama State Council on the Arts

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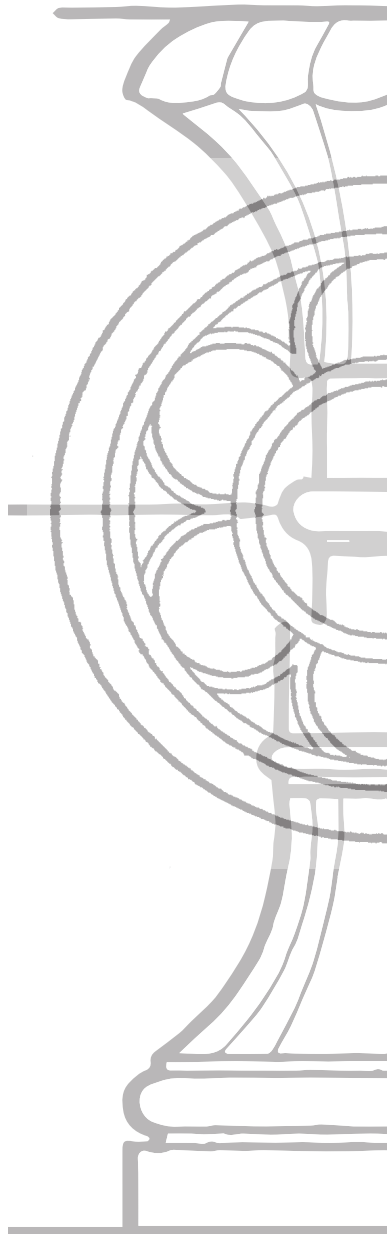
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Photography Credits

cover photo

Alabama Quilt by Tyree McCloud.

p 2

Kiara Boone speaks at the Montgomery Museum of Fine Arts during the Bearing Witness Symposium, held in 2019 to explore the rich visual arts traditions of Alabama.

p 3

A child enjoys hands-on activities during the Original Makers Festival at the Birmingham Museum of Art. Photo courtesy of the Birmingham Museum of Art.

p 4

The Southeast Alabama Dance Company (SEADAC) celebrated Alabama's Bicentennial by incorporating dancers in front of the Flight Mural in Dothan. Photo courtesy of SEADAC.

p 5

A performance at Dance Across India, Montgomery. Photo: Joey Brackner.

p 6

Production of *Alabama Story* at the Red Mountain Theatre in Birmingham.

"Rap and Record," a North Alabama Arts Education Collaborative Residency at McNair Junior High School, with teaching artist Mario Maitland (Music Technology) from Maitland Conservatory. Photo: Karen Anderson.

p 7

A student is engaged in her artistic creation.

p 8

Folk artist, George Jones, Jr. handcrafting a one-of-a-kind straw broom. He is a fourth-generation broom-maker from Florence, Alabama.

Amita Bhakta demonstrates the Indian art of Rangoli in Florence, Alabama. Photo: Sydney Foster.

Double-sided face jar with alkaline glaze, Brown's Pottery and Sons. Photo: Joey Brackner.

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Natyanada Dance of India performs during Holi: The Celebration of Color! The event was held at the Birmingham Museum of Art and included traditional Indian dance, music, food and cultural arts. Photo courtesy of the Alabama Dance Council.

p 9

Mystic Wind Choctaw Social Dancers performing traditional Choctaw social dances, many of which imitate animals. Photo courtesy of the Alabama Dance Council.

The Porch Creek Pow Wow Club performs during Alabama's Bicentennial celebration. Photo courtesy of the Alabama Dance Council.

Pottery coming out of Zach Sierke's kiln, Fairhope. Photo: Joey Brackner.

Urban Wild, an exhibition at the Alabama Contemporary Art Center. Photo: Courtesy of the Alabama Contemporary Art Center, Mobile.

p 10

Artist Scott McQueen, right, poses with a patron at the Kentuck Festival of the Arts in Northport, Alabama. Photo: Ann Sydney Taylor.

The Brundidge Historical Society hosts a concert with Amanda and Lenny Trawick. Photo courtesy of the Brundidge Historical Society.

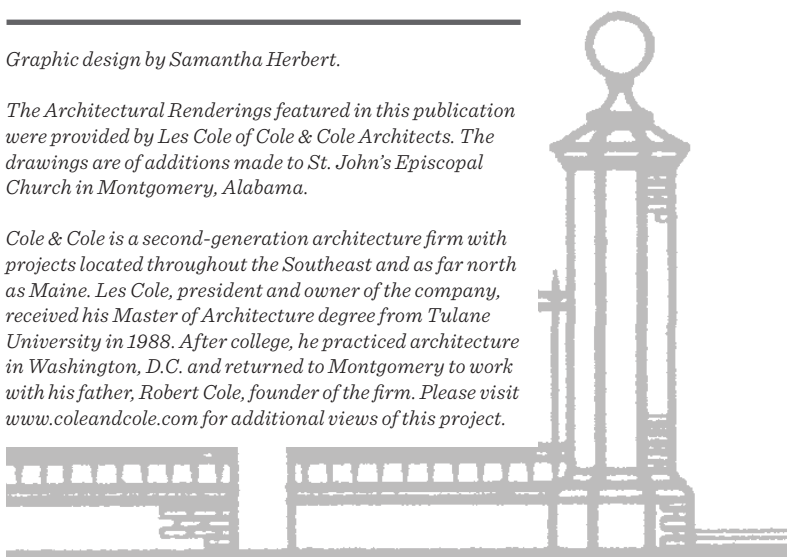
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Allen Ham working in his studio at Miller's Pottery in Brent, Alabama. Ham comes from a long line of folk potters.

Graphic design by Samantha Herbert.

The Architectural Renderings featured in this publication were provided by Les Cole of Cole & Cole Architects. The drawings are of additions made to St. John's Episcopal Church in Montgomery, Alabama.

Cole & Cole is a second-generation architecture firm with projects located throughout the Southeast and as far north as Maine. Les Cole, president and owner of the company, received his Master of Architecture degree from Tulane University in 1988. After college, he practiced architecture in Washington, D.C. and returned to Montgomery to work with his father, Robert Cole, founder of the firm. Please visit www.coleandcole.com for additional views of this project.





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